



WHAT IS MARKETING?

How does my company stand out in a crowd?

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"Marketing is not a function, it is the whole business seen from the customer's point of view." ~ Peter F. Drucker



Marketing Questions

1. Do you have a marketing plan?
2. Do you have a competitive advantage?
3. Do you have a positioning statement?
4. Do you know who your competitors are?
5. Do you know who your target audiences are?
6. Do you understand your marketplace?
7. Where is your company in its growth cycle?
8. Do you have a logo and logo guidelines?
9. Do you have a tagline?
10. Does your brand have a clear corporate identity?
11. Do you have an Internet marketing plan?
12. Do you conduct an annual marketing audit?



4 Variables of the Marketing Mix

- Product – customer's needs and wants
- Place (Distribution) – convenience
- Price – cost to customer
- Promotion – communication



SWOT Analysis

- Internal strengths
- Internal weaknesses
- External opportunities
- External threats



Strategic Analysis Review

A thorough review of your marketing strategies and campaigns will better position your company and lead to increased sales and improved brand awareness.



Marketing Tools

- Logo/Tagline (consistency on all company promotions)
- Collateral (newsletters, brochures, proposals, fact sheets, white papers, case studies, surveys, etc.)
- Annual Report
- Website/Micro-sites
- Email Marketing/Direct Mail
- Advertising
- Public Relations & Media Outreach (press kit, fact sheet, corporate backgrounder, press releases, etc.)
- Tradeshows/Webinars/Seminars/Special Events
- Joint Ventures/Strategic Partnerships



Social Media “Buzz”

Depending on industry and audience, one or more social networking sites may be appropriate to integrate into your marketing arsenal:

Blogs, Twitter, Facebook, YouTube, LinkedIn, Flickr, Fast Pitch!, etc.



Steps to Build a Customer-Driven Company

1. Convince managers across the company to become customer-driven
2. Appoint a marketing leader and hire strong marketing talent
3. Instill a marketing focus (marketing training program) so that all employees understand the market environment, marketing opportunities, competitive trends, and outside forces



So Where Does Sales Team Fit?

1. Sales Team has specialized knowledge of customer's industry
2. Sales Team strives to give the customer “the best solution”
3. Sales Team gives feedback and ideas from customers to product development



Recap: What Does Marketing Department Do?

1. Studies customer needs and wants in well-defined market segments
2. Allocates marketing effort in relation to long-term profit potential of targeted segments
3. Develops winning offers for each target segment
4. Measures company image and customer satisfaction on continuous basis
5. Continuously gathers and evaluates ideas for new products, product improvements, and services to meet customers' needs
6. Influences all company departments and employees to be customer-centered in their thinking and practice

